

Message Text

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SUBJECT: FY-1977 CCP THIRD QUARTER PROGRESS REPORT

1. CAMPAIGN NO. 1, BUSINESS, SECURITY AND INVENTORY EQUIPMENT. REQUISITE TORONTO CONTACTS MADE AT KITCHENER INDUSTRIAL/BUSINESS EQUIPMENT SHOW AND REPORT FILED (TORONTO A-48); MONTREAL CUMULATIVE MILESTONES EXCEEDED BY 20 PERCENT. AFTER THOROUGH CANVASSING OF FY-1976 RESPONDENTS AND FINDING LITTLE ADDITIONAL INTEREST IN THIS CAMPAIGN, VANCOUVER, WITH EMBASSY APPROVAL, HAS, AS SUBSTITUTION, BEGUN PREPARATION FOR FY-1978 REGIONAL TRADE PROMOTION PROGRAM, EXPANDED ITS PROGRAM TO ENCOURAGE ATTENDANCE AT U.S. TRADE SHOWS, AND STEPPED UP PROMOTION NON-CAMPAIGN ACTIVITY NO. 4 (SEE BELOW).

2. CAMPAIGN NO. 2, LABORATORY INSTRUMENTS. ON TARGET WITH BOTH MONTREAL AND VANCOUVER SLIGHTLY EXCEEDING CONTACT TARGETS AND COMPLETING 17 TRADE OPS.

3. CAMPAIGN NO. 3, METALWORKING AND FINISHING MACHINERY. TORONTO ON TARGET AND MONTREAL EXCEEDING CONTACTS BY 20 PERCENT AND COMPLETING 6 TRADE OPS. CATALOG SHOW CANCELLED (TORONTO 163).

4. CAMPAIGN NO. 4, ENERGY SYSTEMS, AND CAMPAIGN NO. 5,
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ELECTRONIC COMPONENTS. ON TARGET.

5. CAMPAIGN NO. 6, PRINTING AND GRAPHIC ARTS. VANCOUVER COMPLETED 6 OF 8 CONTACTS, RESULTING IN 2 TRADE OPS. HOWEVER, NUMBER OF POTENTIAL AGENT/DISTRIBUTORS EXTREMELY LIMITED AND IT APPEARS NO ADDITIONAL EFFECTIVE CONTACTS POSSIBLE IN FOURTH QUARTER.

6. CAMPAIGN NO. 7, TRAVEL. ACTIVE PROGRAM AT ALL POSTS IN TRADE SHOW PROMOTION, BUT SLOW DELIVERY OF TRADE SHOW BROCHURES TO POSTS HAMPERS EFFORT.

7. ACTIVITY NO. 1, REGIONAL TRADE PROMOTION PROGRAM. PARTICIPATION IN EXPORT PROMOTION EVENTS IN ROCHESTER, N.Y. AND CLEVELAND, OHIO (TORONTO A-47 AND A-50). DOC DISTRICT OFFICES' COMMENTS ON EVALUATION AND FUTURE ACTIVITIES SOLICITED.

8. ACTIVITY NO. 2, MAJOR PROJECTS. TORONTO'S A-42 (STEEP ROCK IRON MINES) AND 1595 (TELEPHONE INTERCONNECT).

9. ACTIVITY NO. 3, COMMODITY POLICIES AND PROBLEMS. TORONTO'S A-43 AND 861 (SEABED MINING), A-53 (ENGINEERING FIRMS), A-55, 1009, 1031, 1672 (AUTO PARTS), A-72 (MINING), 888 (NICKEL), 914 (OIL), 961 (COAL), 1552 (CHEMICAL INDUSTRY), A-68, 951, 1032 (GATT/MTN).

10. ACTIVITY NO. 4, WINES AND BEER FOLLOWING CONTACTS OF CONGEN AND U.S. WINE INTERESTS, BRITISH COLUMBIA LIQUOR DISTRIBUTION BOARD LISTED FOUR ADDITIONAL U.S. WINES (VANCOUVER 597). INDICATIONS ARE THAT MORE LIBERAL POLICY WILL ENSUE AND VANCOUVER WILL CONTINUE FREQUENT CONTACTS WITH BRITISH COLUMBIA LIQUOR DISTRIBUTION BOARD. TORONTO DISCUSSED MARKETING PROBLEM AND PROMOTIONAL POSSIBILITIES WITH REPRESENTATIVES CHRISTIAN BROTHERS, WENTE, PAUL UNCLASSIFIED

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MASSON, TAYLOR WINES AND GENESSEE BEER.

11. BULK OF CALGARY ACTIVITY DURING QUARTER HAS BEEN DEVOTED TO IN-HOUSE MARKET ANALYSIS FOUR AREAS (EARTH MOVING, CONSTRUCTION, DRILLING, AND GAS PROCESSING) IN PREPARATION FOR FY-1978 CCP; HOWEVER, DEVELOPED FIVE MAJOR PROJECT PROSPECTS (PETROCHEMICAL, POWER, HEAVY OIL, LIGHT RAIL TRANSIT, ALCAN), ONE LICENSING OPPORTUNITY, AND MADE 38 VISITS.

12. MEETING IN OTTAWA JUNE 6-7 OF E/C OFFICERS FROM MONTREAL, TORONTO, VANCOUVER, CALGARY AND OTTAWA WITH KEN FERNANDEZ ON FY-1978 CCP MOST HELPFUL. UNANIMOUS AGREEMENT THAT ANOTHER SUCH MEETING SHOULD BE HELD FIRST QUARTER FY-1978 TO REVIEW FY-1977 PROGRAM AND DISCUSS FUTURE PRDGRAMS. ENDERS

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